

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of generating a distributed business transaction in response to a directory assistance request from a telephone customer using a computer network comprising:

maintaining a database including a plurality of directory listings, wherein each listing is associated with a referral phone number, at least one keyword and a bid amount a directory listing owner is willing to pay for a single telephone referral;

receiving a directory assistance request in the form of a keyword from the customer;
identifying the directory listings having keyword terms generating a match with the request;

ordering the identified directory listings into a phone number result list in accordance with the values of the bid mounts for the identified directory listings;

selecting one of the directory listings;

generating a paid referral business transaction and associating it with the listing owner's advertising account;

generating one or a plurality of derivative business transactions to execute the business processes involved in the referral transaction;

wherein at least one business process involved in the referral transaction comprises a hierarchical multi-step automated process that includes two or more component processes performed in series, a first component process of which is configured to process data comprising a set of transaction data encapsulated as a package; repackage the transaction data, including context data associated with the first component process; and send the repackage transaction and context data to a next component process.

2. (Currently Amended) A system ~~and method~~ for processing a distributed business transaction in response to a directory assistance request from a telephone customer using a computer network comprising:

one or more processors configured to:

encapsulate~~[[ing]]~~ the business transaction parameters in a separate transaction container that can be passed as a complete package to disparately located business transactions;
send~~[[ing]]~~ the transaction container to one or a plurality of business processes;
after executing ~~the~~ each business process, include~~[[ing]]~~ ~~the~~ a resulting system state as the transaction context for the particular business process; and
add~~[[ing]]~~ successive transaction contexts to the transaction container in such a way that the sequence of initial state, desired operation, input parameters and resulting state fully describes each step of the multi-step distributed transaction.